
Contributors

ALVSTAM, Claes G. / University of Gothenburg (Sweden)

Claes G. Alvstam is Professor of International Economic Geography and holds the Ragnar and Torsten Söderberg rotating chair in economic sciences within the School of Business, Economics and Law at the University of Gothenburg, Sweden. He serves at present as Acting Director of its Centre of International Business Studies and specializes in the field of international trade, foreign direct investment and the internationalization process of firms. Email: claes.alvstam@handels.gu.se.

ANNUSHKINA, Olga E. / SDA Bocconi School of Management (Italy)

Olga E. Annushkina, MBA, PhD, is SDA Professor at SDA Bocconi School of Management, Strategic and Entrepreneurial Management Department (Milan, Italy) teaching MBA, EMBA and other post-experience master and executive education programs. She is a Contract Professor at Bocconi University (Milan). Her key research topics include international business, strategic management for emerging markets and international competitiveness of Italy as a country system. She was an Aspen Junior Fellow of Aspen Institute Italy in 2007–2010, a Visiting Professor at the Graduate School of Business Administration (Moscow State University, Russia) also in 2007–2010 and a Visiting Professor at Munich Business School (Germany) in 2015. Before joining SDA Bocconi she worked as a consultant for KPMG Corporate Finance (Moscow), Value Partners (Milan) and Bain & Co. (Milan). Email: olga.annushkina@sdbocconi.it.

ARSLAN, Ahmad / Edge Hill University (UK)

Ahmad Arslan is currently working as a Senior Lecturer at Edge Hill University, Ormskirk, United Kingdom. Before that, he received his PhD degree as well as worked at the University of Vaasa, Finland. His areas of interest include foreign market entry strategies of multinational enterprises, foreign direct investment, mergers and acquisitions, emerging economies, influences of institutions on international business and internationalization of firms. His earlier research has been published in *Handbook of Institutional Approaches to International Business*, *Journal of Strategic Marketing*, *Journal of Global Marketing*, *Journal of East–West Business*, *Journal of Management and Governance* and *Journal for East European Management Studies*. Email: arslana@edgehill.ac.uk.

BALAKRISHNAN, Melodena Stephens / Professor of International Marketing Strategy and Entrepreneurship and Head of the International Business Program, Karlshochschule International University (Germany)

Melodena Stephens Balakrishnan's areas of research are the Middle East North Africa (MENA) region, crisis management, branding, place marketing and social entrepreneurship, for which she has won several competitive research grants and published on the same. She has an intercultural perspective having lived in India, the United States, Taiwan, United Arab Emirates and now Germany. She has twenty years of experience in industry and academia. She is the Founder and President of the Academy of International Business (MENA), which she began in 2009. She is the Editor of a Case Book Series – Actions and Insights – that looks at organizations operating in the MENA region. She enjoys working on bridging the industry–academic gap and mentoring start-ups. Email: mstephensb@karlshochschule.de.

BERSELLI, Elena / UniCredit Group (Italy)

Elena Berselli has been working for the last two years in Unicredit Spa, a major European Bank, as an associate. Her main areas of research are: the discovery and utilization of appropriate measures for performance evaluation in order to avoid suboptimal decisions and financial and non-financial performance related to performance measurement systems in financial institutions. She also studies the evaluation of divisional performance through different financial measures and different categories of uncontrollable cost with a particular focus on how financial and non-financial measures are used in practice to evaluate the performance of divisional managers. Further to this, she also investigates the relationship between the use of non-financial measures and the degree of satisfaction with the performance measurement system. Prior to this work experience, she used to be Assistant Professor of Quantitative Methods at SDA Bocconi and also Lecturer of Statistics and Finance at Bocconi University where she concentrated her researches on data mining and applications to CRM. Email: elena.berselli@unicredit.eu.

BHATNAGAR, Navneet / Indian School of Business (India)

Navneet Bhatnagar provides research assistance to the Chair Professor, Family Business and Wealth Management at the Indian School of Business. He has an MBA from the Institute of Management Studies, Indore, and received his Master's degree in economics from Barkatullah University, Bhopal. He is pursuing a doctoral degree at the Department of Management Studies, Indian Institute of Technology, Madras. Email: navneet_bhatnagar@isb.edu.

BRAUNSBERGER, Karin / University of South Florida St. Petersburg (USA)

Karin Braunsberger is a tenured, full Professor of Marketing in the College of Business at the University of South Florida St. Petersburg (USFSP). Originally from Frankfurt am Main, Germany, Karin traveled, trained and worked across Europe before moving to the United States in 1986. In 1996 she taught at Al Akhawayn University in Ifrane, Morocco, North Africa. At USFSP, she has developed graduate courses focusing on marketing in emerging economies and sustainable business development that visit Guatemala to help social enterprises create and implement sound business and marketing strategies. Karin is an active researcher with research interests in consumer behavior, consumer activism and sustainability. As an acknowledgment of her research productivity, she received the Chancellor's Award for Excellence in Research and Creative Scholarship in 2009. Email: braunsbe@usfsp.edu.

BUČIŪNIENĖ, Iona / ISM University of Management and Economics (Lithuania)

Iona Bučiūnienė is the Dean of PhD Studies at ISM University of Management and Economics. She is an expert at the Research Council of Lithuania and at the Centre for Quality Assessment in Higher Education of Lithuania, serves as the Ambassador for Lithuania at the Academy of Management HR Division's Ambassadors Program. Her research has been published in the *International Journal of Human Resource Management*, *Employee Relations*, *Baltic Journal of Management*, *Equality, Diversity and Inclusion: An International Journal* and others. She is an author and a co-author of case studies and edited books published by Routledge, Palgrave Macmillan and other publishers. She was the Editor of *Personnel Management Directory for HR Professionals*, published by the Lithuanian business daily *Verslo Žinios*. Email: ilobuc@ism.lt.

CUERVO-CAZURRA, Alvaro / Northeastern University (USA)

Alvaro Cuervo-Cazurra is Professor of International Business and Strategy at Northeastern University. He studies the internationalization of companies, with a special interest in emerging market multinationals. He also analyzes governance issues, in particular corruption in international business. His seventy research papers appear in leading academic journals, such as *Academy of Management Journal*, *Journal of International Business Studies* and *Strategic Management Journal*, and in edited books. He co-edited *Understanding Multinationals from Emerging Markets* and co-authored *Emerging Market Multinationals: Solving Operational Challenges in Internationalization*. He is the Reviewing

Editor of *Journal of International Business Studies* and was elected to the Executive Committee of the International Management Division at the Academy of Management. He was awarded a PhD from MIT. Email: a.cuervocazurra@neu.edu.

DEMIRBAG, Mehmet / University of Essex (UK)

Mehmet Demirbag is a Professor of International Business in the Essex Business School at the University of Essex. His current research interest focuses around multinational enterprises from emerging markets, offshore R&D activities of multinational enterprises, and the impact of institutional factors on multinational enterprises' operations. He has authored/co-authored more than 60 papers on these topics, published in journals such as the *Journal of Management Studies*, *Human Resource Management*, *Journal of World Business*, *Management International Review* and *International Business Review* among others. He co-guest edited seven journal special issues, including *Human Resource Management*, *Journal of World Business*, *International Business Review* and *International Marketing Review*, on emerging markets and emerging market MNEs. He is also co-editor of two books and author of numerous book chapters. Email: mdemirc@essex.ac.uk.

FLAMM, Richard O. / Fish and Wildlife Research Institute and University of South Florida St. Petersburg (USA)

Richard Flamm is a Research Scientist with Florida Fish and Wildlife Conservation Commission's Fish and Wildlife Research Institute (FWRI) and a Courtesy Professor of Marketing in the College of Business at the University of South Florida St. Petersburg. Trained in Entomology and computer-aided decision-making at the University of Wisconsin-Madison and Texas A&M University and spatial simulation modeling at Oak Ridge National Laboratory, he ended up in Florida building spatial models describing manatee ecology. His emphasis shifted to conservation marketing, operations management in state wildlife agencies, and co-management between government and stakeholders. Email: richard.flamm@myfwc.com.

HANSEN, Michael Wendelboe / Copenhagen Business School (Denmark)

Michael Wendelboe Hansen is Associate Professor of International Business at Copenhagen Business School (CBS) and Director of the Centre for Business and Development Studies, CBS. His research focuses on various aspects of MNC strategy, organization and management in emerging markets and developing countries, and the linkage and spillover effects of foreign direct investment. He has done extensive field

research in Asia, especially India, and has recently engaged in studies of firm strategy in Africa, for example of linkage strategies of MNCs in African extractives. Prior to his employment at CBS, he worked at the United Nations' Centre for Transnational Corporations. Email: mwh.ikl@cbs.dk.

JENSEN, Peter D. Ørberg / Copenhagen Business School (Denmark)

Peter D. Ørberg Jensen is Associate Professor of Strategy and International Management at Copenhagen Business School and currently serves as the Academic Director of the CEMS Master in International Management Program. His research specializes on the global sourcing of advanced and high-value services and technical functions, and the managerial, organizational and contractual aspects related to the sourcing arrangements between firms from advanced and emerging economies. Peter's career track record includes 11 years in business consulting in the Danish firm Ramboll Management, during 2000–2006 as Chief Consultant, and a 3-year assignment at United Nations Development Program in New York (1996–1999). His research is published in a range of journals in the fields of management, economic geography and international business. Email: poe.smg@cbs.dk.

JOSHI, Shefali / Indian School of Business (India)

Shefali Joshi provides research assistance to the Chair Professor, Family Business and Wealth Management, at the Indian School of Business. She has a Bachelor's degree in Business Administration from the University of Fraser Valley, Canada. Prior to joining ISB, she worked in the Real Estate Department at Mumbai International Airport. She is joining the Post Graduate Program (Class of 2016) at the Indian School of Business, Hyderabad. Email: shefali_joshi2016@isb.edu.

KARNA, Amit / Indian Institute of Management Ahmedabad

Amit Karna is an Associate Professor of Strategic Management at the Indian Institute of Management Ahmedabad (IIMA). Prior to joining IIMA, he worked as an Assistant Professor at EBS University, Germany. Amit has a PhD in strategic management and was a visiting scholar at the University of California, Berkeley. Amit's research is in the field of capabilities, innovation, industrial clusters and internationalization. Amit has presented papers in leading international conferences and has published in international journals. At present he serves on the Editorial Board of the *Journal of Management*. He has worked with Aditya Birla group for five years. Email: karna@iimahd.ernet.in.

KAZLAUSKAITĖ, Rūta / ISM University of Management and Economics (Lithuania)

Rūta Kazlauskaitė is Professor of Human Resource Management and Research Director at ISM University of Management and Economics, Lithuania. Her research interests focus on international and comparative Human Resource Management, HRM-performance linkage, sustainable and socially responsible Human Resource Management, corporate social responsibility, and the internationalization process and its impact on firm performance in emerging economy firms. Email: rutkaz@ism.lt.

LANDAU, Christian / EBS Business School (Germany)

Christian Landau studied chemical engineering and management in Germany and the United States. He worked for several European multinational enterprises and large German Mittelstand firms. Currently, Christian works as Assistant Professor of Competitive Strategy at EBS Business School. His work is in the area of competitive and corporate strategy, international strategy and open innovation. In particular, he is interested in business model innovation, both in developed and in emerging markets. Christian regularly cooperates with research institutes in emerging markets such as Tongji University in China and has conducted several consulting projects for German Mittelstand firms to develop internationalization strategies for emerging markets in Asia and Africa. He is Co-founder and Director of the European Strategy Institute (ESI) and teaches students and executives in Germany, the United States and China in strategic management and innovation. Email: christian.landau@ebs.edu.

LARIMO, Jorma / University of Vaasa (Finland)

Jorma Larimo is currently working as a Professor of International Marketing at the University of Vaasa, Finland. He is the Vice Dean of the Business Faculty and Director of the doctoral school of the University of Vaasa. His areas of interest include small and medium enterprise internationalization and foreign entry strategies of multinational enterprises, especially foreign direct investment, merger and acquisition and international joint venture strategies and performance. His studies have been published in several edited books, for example the *Handbook of Institutional Approaches to International Business* and *Advances in International Marketing*, as well as in several journals such as *International Business Review*, *Journal of International Business Studies*, *Management International Review*, *Journal of World Business*, *Journal of Global Marketing*, *Journal of East-West Business* and *Journal for East European Management Studies*. Email: jorma.larimo@uwasa.fi.

MERCHANT, Hemant / University of South Florida St. Petersburg (USA)

Hemant Merchant is a Professor of Global Business at the University of South Florida in St. Petersburg, United States. He is currently ranked as the 10th most prolific international management scholar in the world. An award-winning researcher, Hemant is interested in uncovering the performance drivers of firms who compete in emerging markets as well as service sector firms. He has written extensively about value creation via joint ventures and about the performance implications of corporate strategic architecture when firms venture into international markets. Hemant has published in leading strategy as well as international business journals, and has authored *Competing in Emerging Markets* (Routledge) and co-edited the *Handbook of International Strategic Management* (Edward Elgar) and a Special issue on service sector multinationals. Hemant is currently the Editor-in-Chief of the *Journal of Asia Business Studies*. Email: hmerchant@usfsp.edu.

NAIR, Krishnan / Erasmus University (Netherlands)

Krishnan Nair is a PhD candidate in strategy at the Rotterdam School of Management at Erasmus University (the Netherlands). He completed his Bachelor's and Master's degrees from the University of Texas at Dallas and his MPhil degree from the University of Cambridge. His current research focuses on applying insights from evolutionary psychology and mainstream social psychology to the study of CEOs and corporate boards. Email: nairkrishnan@gmail.com.

NEWBURRY, William / Florida International University (USA)

William Newburry is Chair and the SunTrust Bank Professor at Florida International University in the Department of Management and International Business. He received his PhD in 2000 from New York University's Stern School of Business. William's research interests focus on how multinational corporations manage and relate to subsidiaries and other local stakeholders when they invest overseas. William has published over 30 articles in top-tier, peer-reviewed journals and 10 in scholarly books. He is currently the President/Chapter Chair of the Academy of International Business Latin America Chapter (AIB-LAT), along with being the Series Editor for *Research in Global Strategic Management*. He is also active in the Academy of International Business, the Academy of Management, and the Strategic Management Society. Email: newburry@fiu.edu.

O'REILLY, Daragh / Sheffield University (UK)

Daragh O'Reilly is a Senior Lecturer at Sheffield University Management School. Daragh's primary interest is in the relationships between

markets, consumption and culture. This translates into ongoing work in the areas of arts marketing and consumption, the creative imagination, popular music and cultural branding. Email: d.t.oreilly@sheffield.ac.uk.

PETERSEN, Bent / Copenhagen Business School (Denmark)

Bent Petersen is Professor in International Business and Associate Dean of MBA in Shipping and Logistics at the Copenhagen Business School. He is a Visiting Professor at the School of Business, Economics and Law, University of Gothenburg, Sweden. For five years (1984–1989) he worked as an economist at the Carlsberg Research Center, Department of Biotechnology and Business Diversification. His current research interests are in global sourcing, emerging market multinationals, strategic contracting and service provider strategies. He has published 3 books, 10 book chapters and 35 refereed articles in journals such as *Journal of International Business Studies*, *World Development*, *International Marketing Review* and *Service Industries Journal*. He is Senior Editor of *Management and Organization Review* (MOR) and Associate Editor of *Brazilian Administration Review* (BAR). Email: bp.smg@cbs.dk.

PRABHU, Jaideep / University of Cambridge (UK)

Jaideep Prabhu is Professor of Marketing and Jawaharlal Nehru Professor of Indian Business and Enterprise at Judge Business School, University of Cambridge. He has held positions at Cambridge, Imperial College London, Tilburg University (the Netherlands) and UCLA. His research interests are in marketing, innovation, strategy and international business. In particular, he studies various cross-national issues concerning the antecedents and consequences of innovation. He is the co-author of *Jugaad Innovation*, described by *The Economist* as ‘the most comprehensive book yet’ on the subject of frugal innovation. Email: j.prabhu@jbs.cam.ac.uk.

PUPIENIENĖ, Irena / ISM University of Management and Economics (Lithuania)

Irena Pupienienė is Personnel Director of AB Vilniaus Baldai, one of the largest furniture manufacturers in Lithuania. She has about 15 years of Human Resource Management experience in different Lithuanian companies. She holds a Master of Management degree from ISM University of Management and Economics, Lithuania, and BI Norwegian Business School, Norway. She is a member of the Board of the Lithuanian Association of HR Professionals (PVPA).

RAMACHANDRAN, Kavil / Indian School of Business (India)

Kavil Ramachandran, a permanent faculty member of the Indian School of Business since its establishment in 2001, leads the Thomas Schmidheiny Chair of Family Business and Wealth Management. Kavil received his PhD in business management from Cranfield University (UK) in 1986. For the next 15 years he served as Professor at the Indian Institute of Management, Ahmedabad. His areas of specialization are family entrepreneurship and strategic management. He has been a consultant to the World Bank, International Labour Organisation, Swiss Development Agency, Department for International Development (UK), various state governments and development banks in India. Email: K_Ramachandran@isb.edu.

SOLEIMANI, Abraham / Eastern Washington University (USA)

Abraham Soleimani is an Assistant Professor of Management at the College of Business and Public Administration, Eastern Washington University. He received his PhD from Florida International University. His research interests fall at the intersection of organization theory and international business, specifically in the fields of global strategy and comparative corporate governance. Email: asoleimani@ewu.edu.

STRÖM, Patrik / University of Gothenburg (Sweden)

Patrik Ström is Associate Professor of Economic Geography at the Centre for International Business Studies at the School of Business, Economics and Law at the University of Gothenburg. His research centers on the service industry within the field of internationalization, and he is currently president of RESER, the European Network on Research in Services. Email: patrik.strom@handels.gu.se.

TATOGLU, Ekrem / Bahcesehir University (Turkey)

Ekrem Tatoglu is a Professor of International Business and also serves the Chair of International Trade and Business at Bahcesehir University, Istanbul, Turkey. He has a wide experience of research and teaching in international business and international strategic management at undergraduate, postgraduate and executive levels. His research interests include global management strategies, foreign direct investment in emerging countries and international entry mode strategies. He has published over 70 scholarly articles in various internationally refereed journals including *Management International Review*, *Journal of World Business*, *International Business Review*, *International Journal of Human Resource Management* and *International Marketing Review* among others. He also co-authored a book entitled *Dimensions of Western Foreign Direct Investment in Turkey* published by Quorum Books. Email: ekrem.tatoglu@bahcesehir.edu.tr.

TÄUBE, Florian / Solvay Brussels School (Belgium)

Florian Täube has held the Emile Bernheim Chair of Entrepreneurship in a Global Context at Solvay Brussels School (ULB) since 2014. Previously, he was post-doc at Imperial College London and Assistant Professor at the EBS Business School in Germany. During his doctorate he was Visiting Scholar at IISc, Bangalore and Wharton. His research interests are diaspora entrepreneurship, offshoring and clusters focusing on India as well as social networks and cleantech innovations. Florian has published in international academic journals and practitioner-oriented outlets. He gained editorial experience as Guest Editor of *Industrial and Corporate Change* and *Journal of International Management*, as Associate Editor of *South Asian Journal of Global Business Research* and Editorial Review Board member of *Management and Organization Review*, *Thunderbird International Business Review* and *Journal of Asian Business Studies*. He has held executive education classes and consulting projects on the topics of entrepreneurship and innovation with small and medium enterprises from the United States, Germany, India and China. Email: ftaube@ulb.ac.be.

TREVIÑO, Len J. / Loyola University New Orleans (USA)

Len J. Treviño holds the Gerald N. Gaston Eminent Scholar Chair in International Business at the Joseph A. Butt, S.J. College of Business at Loyola University New Orleans. He graduated *magna cum laude* from the University of Notre Dame and earned an MBA and a PhD from Indiana University, Bloomington. Len Treviño's scholarly interests lie at the intersection of strategic management and international business. He has authored or co-authored over 45 refereed journal articles in leading international business and management journals, including *Journal of International Business Studies*, *Journal of Management*, *Management International Review*, *International Business Review* and *Journal of World Business* among many others. Email: ltrevino@loyno.edu.

TRINCA COLONEL, Renata / SDA Bocconi School of Management (Italy)

Renata Trinca Colonel, since 2002, worked as an Assistant Professor and then as SDA Professor at SDA Bocconi School of Management, Quantitative Methods Competence Center, teaching in international MBA, EMBA and other post-experience Master's programs at SDA Bocconi. In 2009 she successfully completed the International Teachers Program. Her research is focused on the application of data mining and quantitative methods to international marketing and customer relationship management, data analysis and business modeling. She also

manages research activities and data analysis for applied research projects for Italian and international companies. Her scientific publications are focused on sampling, marketing research for Internet-based strategies and data mining for markets segmentation. Email: renata.trinca@sdabocconi.it.

VITHESSONTHI, Chaiporn / Khon Kaen University (Thailand)

Chaiporn Vitheessonthi received a doctorate degree from the University of St. Gallen. He is currently with the Faculty of Management Science at Khon Kaen University. He has taken an inter-disciplinary approach by aiming at integrating different fields of knowledge in research, consulting and teaching. He has taught courses in economics, finance and management at bachelor, master and doctorate levels in Thailand and New Zealand. As of June 2015, he was ranked 74th in top 100 young economists in the world by RePEc. Prior to joining Khon Kaen University, he had been a Senior Lecturer in Finance (equivalent to an Associate Professor in North American universities) at the Department of Accountancy and Finance, School of Business, the University of Otago in New Zealand from 2013 to 2015. Email: chaiporn@kku.ac.th.

WENTRUP, Robert / University of Gothenburg (Sweden)

Robert Wentrup is Country Manager for France at Business Sweden, and Trade Commissioner at the Embassy of Sweden in Paris. He is also a PhD candidate at the School of Business, Economics and Law, University of Gothenburg. Email: robert.wentrup@handels.gu.se.